

Thomas Thaldorf

Program & Partner Manager | Digital Platforms, Dealer/Channel Programs, Account Growth, & Cross-Functional Execution
+1-651-428-5538 | tj.thaldorf@gmail.com | [linkedin.com/in/thomasthaldorf](https://www.linkedin.com/in/thomasthaldorf) | thaldorf.com | Minneapolis, Minnesota (MN)

SUMMARY:

10+ years of program/partner administration experience spanning digital platform management, dealer/channel programs, & cross-functional execution across retail, consumer, and B2B/SaaS environments. Skilled in content and dealer enablement, demand generation, learning management systems (LMS), and rewards/incentive tracking tied to POS and sell-through data. Equal depth translating business needs into platform requirements and measurable results. Experienced managing diverse cross-functional relationships across content to insight and reporting to forecasting that keep partner programs on track.

SKILLS:

Dealer/Channel Program & Digital Platform Management, Learning Management Systems (LMS), Lead & Demand Generation, Digital Content & Marketing Technology (MarTech), Rewards & Incentive Program, POS Reporting & Data Integration, Cross-Functional Vendor Management, Financial Plan & Forecast, Retail Math (sales, margin, turn), Stakeholder Engagement, Relational Systems

EXPERIENCE:

Founding Master Coach, Skills & Program Manager, 2010 - 2026

Club Kokoro (League One Volleyball), Lake Elmo, Minnesota | Audience: Athletes, ages 10 to 25

- Collaboratively scaled a 50+ team program, managing athlete, parent, & coach to deliver steady, high-trust experiences.
- Led individual instruction & team operations, ranging from curriculum to crisis management, amid competing priorities.
- Captured real-world personas & insights from athletes & families to inform ROI, training, recovery, & program design.

Senior Program Manager, Target Owned Brands, 2019 - 2023

Sansico Group, Jakarta, Indonesia | Clients: Target, Walmart, Hallmark, & Mattel

- Directed end-to-end sales, creative (CMS), QA, POS reporting systems, and product development for owned-brand and licensed programs spanning 500+ active SKUs across two divisions — managing seasonal account plans, education, milestone gates, and executive escalations across 10+ departments.
- Designed tools, dashboards, & pitch decks; standardized reporting & insight to improve sell-in/sell-through visibility.
- Oversaw material hedging & container optimization across 10+ Indonesian factories, enhanced PSQA & JIT/JIC results.
- Cultivated operational & creative relationships; sourced space, expansion, and ran reviews to align IP & opportunities.
- Built executive cadence & readiness gates to surface risk, partnership, white-space, and cross-functional alignment.
- Key Metrics: 1 Direct Report, 2 Divisions (PTG/HUI), +21% Growth YOY, 10+ Depts, 50+ PO/WK, & 1.4M+ UNITS/WK

Product Manager, Power Accessories, National & Private Brands, 2017 - 2019

CyberPower Systems, Shakopee, Minnesota | Clients: Best Buy, Microcenter, Home Depot, Target, & Walmart

- Led commercialization for accessory NPI; owned market research, roadmaps, feature/benefit innovation, validation, content, & growth to earn retail and specialty channel placement.
- Coordinated channel, quality, materials, packaging, & creative across U.S./Taiwan to maintain product vision & margin.
- Produced executive PRDs, specs, & milestone tools to align testing, stakeholders, creative, and gross-to-net goals.
- Applied retail math (sales, margin, turn) & POS insight to shape forecasts, assortments, & guide lifecycle/GTM choices.
- Ran launch sprints with cross-functional teams, improving omnichannel quality, time-to-shelf, & sell-through metrics.
- Key Metrics: 1 Direct Report, 1K+ Power SKUs, 150+ Unique Accessories, Earned Exclusive Pro Surge at Home Depot

Senior Account & Product Manager, Special Projects, 2014 - 2017

JL Buchanan, Minneapolis, Minnesota | Clients: Target, NCC (Stanley, Westinghouse), & Yoobi

- Led joint-venture NPI/GTM programs, owning PRDs, launch cadence, & cross-functional innovation and alignment.
- Coordinated Creative, Sales, Merchants, & CATMAN, rendering senior priorities into roadmaps, insights, & milestones.
- Built SKU-level forecasts & persona-driven program stories that informed buying, creative, and white-space prospects.
- Delivered stakeholder QBRs, market views, & competitive threats, improving alignment & collaborative business value.
- Key Metrics: \$60M+ Retail/YR, 200+ SKU. Client range: start-ups to national brands, & JVs to new brand incubations.

Product Manager, Camping & Outdoor, 2012 - 2014

Cities Market Studio, Minneapolis, Minnesota | Clients: Target, Victorinox, Swiss Gear, & Specialty Retailers

- Owned visual & written content, design, assortment, NPI, commercialization, SKU, channel, & planogram strategy that accelerated velocity via dealer insights, targeted value tiers, size optimization, and material consolidation.
- Built/managed partner, merchant, & licensor connections to secure dual-location placements & promotional activations.
- Produced packaging, content, & tech/spec-pack improvements to rally on-shelf conversion & reduce damage/returns.
- Developed category stories & sales presentations to strengthen QBRs, royalties, assortment, & customer engagement.
- Key Metrics: 1 Direct Report, 40-SKU multi-category licensed outdoor products. Yielded \$21M in year-one revenue.

EDUCATION:

- Mini MBA (MMBA) + Certified Digital Marketing Professional (CDMP) | University of Saint Thomas (MN)
- Certified Product Manager (PMC-V) | Pragmatic Institute (AZ)
- Certified Global Trade + Compliance | Saint Paul Technical College (MN)
- BA, Communications + Sociology | Saint Olaf College (MN)

TOOLS:

INFOR (ERP/SCM/PLM), SPS Commerce (EDI), CRISP (Market Data), Bazaarvoice (UGC), Basecamp (PRJ), Salesforce (CRM), Tempo (SPM), Monday (PRJ), Adobe/Microsoft/Google Suites, ON24 (Webinar), Claude/Copilot (AI), Syndicated & Internal Data

ADDITIONAL EXPERIENCE:

Marketing Manager, SaaS B2B Channel, Financial Institutions & Supply Chain

Syncada From Visa (US Bank), Minneapolis, Minnesota | Clients: Citi, Commerce, & Commercial Clients

- Customer advocacy & content: partnered with Sales and Product to create win/win case studies, customer-facing narratives, and executive summaries that turned customer wins into referenceable success stories.
- C-Suite scripts, positioning & relationships: developed executive-level content & hooks for current & future customers, strengthening executive relationships and improving lead quality for strategic commercial growth.
- Systems & demand generation: owned CRM and event systems (Salesforce, Cvent/ON24) in a SaaS B2B environment; produced/hosted webcasts (avg. 220+ attendees) that drove pipeline, education, & customer engagement.

Operations Manager, Account & Dealer/Franchise Management

Business Impact Group, Chanhassen, Minnesota | Clients: Snap Fitness, Polaris, St. Croix Rod, Rapala, & Best Buy/Samsung

- Strategic digital & product design, content, & program marketing. Brand licensing with and for corporate partnerships.
- Extensive proposal writing (RFP), web delivery systems (B2B, B2C), brand enhancement, product, & positioning (NPI).
- Directed account management & technical vendors. Improved HR, training, team, creative, technology, & fulfillment.
- Hands-on e-commerce, rewards, & learning management systems (LMS) & A/B testing, content, training, & reporting.
- Inspired growth by proliferating investment and return philosophies (ROI) rather than simple cost mentalities.
- Key Metrics: grew staff from 20+ to 40+. Improved employee retention by 25%. Sales growth from \$10M to \$30M.